

# Alex Starr

Senior Freelance UX/UI Designer at Studio Starr

I am a freelance UX/UI designer specialised in web and mobile design. Focused on creating user-centred experiences and friendly interfaces for digital products. Skillful and inventive, quick learner, highly organized and detail oriented.

## ♥ STUDIO STARR CLIENTS

### Key projects

 **FedEx** | *September 2018 - August 2020*  
UX/UI Designer

Interaction and visual design for the iOS and Android apps. Worked with the US-based team in a scrum method for new feature development and overall improvements for the recipient experience. Focused on Track&Trace and FedEx Delivery Manager for the US app, and for the international version (covering 41 countries including Europe). Worked on several proof of concepts, including bike courier application and a connected web/mobile claim submission experience. In all stages, experienced with rapid prototyping as a tool to test and validate interactions, as well as planning and evaluation of usability tests.

 **TNT** | *February 2017 - September 2018*  
Visual Designer | Art Director

Design Lead for the TNT Design System. Responsible for assessing, defining and scaling the TNT design language and creating a consistent and unified user experience across all TNT products. Developed an online platform with visual guidelines, style principles, components and interaction patterns used by all designers and (frontend) developers in the company. Created a Design Library (Sketch UI Kit) as an easily accessible and convenient way for designers across the company to implement the guidelines in their designs.

 **Ijsfontein** | *October - December 2016*  
UX Designer

Interaction design for a mobile game to help children who need to apply growth hormone injections on a daily basis. Responsible for the structure, navigation and integration with technical and backend requirements.

 **Liberty Global** | *May - December 2016*  
UX/UI Designer

Interaction and visual design for cable companies UPC, Ziggo and Virgin Media. Major projects during this period included UX and UI for mobile apps for UPC in Austria and Poland, and responsive websites for Virgin Media and UPC.

 **TNT** | *September 2015 - March 2016*  
Visual Designer

User interface design of the iOS and Android apps for phones, tablets and smartwatches. Features included Track&Trace and Get a Quote, rolling out in 33 different languages (including right-to-left). Guided by an Agile development approach.

## 🗨 CONTACT ME

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### Additional projects

 **UNDP women4change** | *October 2019*  
UX/UI Designer

Interaction and visual design for a responsive web platform with data visualisation and case studies integrated to social media. The platform aims at bringing awareness to gender equality and women's participation and representation in parliaments and elected institutions.

 **Poolmanager** | *September - October 2019*  
UX Designer

Interaction design for a web application for catering agencies. The application is a planning tool for recruiters to create and plan assignments, including employee management. I provided consultancy on the interaction design and user flows, and created mockup pages (with the Eva Design System) to be implemented with the Nebular framework (Angular components).

 **Monroe toolkit** | *February - March 2019*  
UX/UI Designer

Interaction and visual design for a responsive website with dynamic data visualisations exploring the impact of Research and Innovation policies and programs adopted by the EU and national governments.

 [www.monroe-toolkit.eu](http://www.monroe-toolkit.eu)

 **LSE Cities** | *April - June 2015*  
UX/UI Designer

Interaction and visual design for the website 'How cities are governed' with dynamic data visualisations of the urban governance survey. It included mapping and exploring relationships within the data, with policy makers, data journalists, urban governance researchers and the general public as target audience.

 <https://urbangovernance.net/en/>

 Shortlist Kantar Information is Beautiful Award 2016

The projects UNPD, Monroe toolkit and LSE Cities were done in partnership with Roxana Torre.

## 🔗 SKILLS

Graphic tools Sketch, Photoshop, Illustrator, InDesign  
Prototype tools InVision, Axure, Zeplin Web design HTML/CSS  
Responsive design Video editing After Effects (basic skills), SVG animation Shape Shifter.

## PREVIOUS WORK EXPERIENCE



**M2mobi** | June 2013 - March 2015

UI/UX Designer

UX/UI desing for mobile applications for Schiphol Airport, VGZ, SNS and Amsterdam Museum.



**Lab1111** | September 2012 - April 2013

Visual Designer

Interface design of the mobile app Superdirect. Worked on the Boodschapp app, blog and Facebook campaigns.

 Workshop - Lean Startup Machine | 2012



**Internship at TomTom** | Sep 2011 - Feb 2012

Visual Designer

## LANGUAGES

Dutch and English Fluent, Portuguese Native language

## HOBBY'S


Love (walking) my two dogs and recently discovered a passion for plants (I have now around 30 green friends in the indoor garden at my home office)

## EDUCATION

**Graphic Design** | 2008 - 2012

Willem de Kooning Academy, Rotterdam

Specialisation: Crosslab

 Award - Selected for the HOT100 | 2012

 Hackathon - Apps voor Democratie | 2012

**Architecture** | 2005 - 2008

Universidade de São Paulo (FAU-USP), São Paulo

Faculty of Architecture and Urbanism | 2005 - 2007

Delft University of Technology, Delft

Exchange Program at The Faculty of Architecture | 2007 - 2008

## PERSONAL DETAILS

Name Alex Starr Gender Male Place of Birth Rio de Janeiro,

Brazil Nationality Dutch City of Residence Amsterdam

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